

Station WAVY-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm) PHILADELPHIA

Advertiser () CROSSROADS GPS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ()

Product Crossroads GPS ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY

Estimate# 984 Agency C/P1/P2/E 12/11/984 Salesperson Phone# 215-567-6005

Buyer Stephanie Maroney Flight Dates 09/14/2012 - 09/23/2012 Salesperson FAX# 215-567-5938

Phone# Hiatus Weeks

Fax#

--- CONTRACT COMMENT ---
SC=*

--- REMARKS ---
THIS IS A NEW CONTRACT
TOTAL 112,800
PLS CONFIRM ASAP
THANKS, ANGELA

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|-------|--------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | F | 6A-7A | WAVY NEWS 10 TODAY @ 6AM | :30 | \$2,000.00 | 09/14-09/14 | 1 | 1 | 1 | \$2,000.00 | |
| | 2 | M | 6A-7A | WAVY NEWS 10 TODAY @ 6AM | :30 | \$2,000.00 | 09/17-09/17 | 1 | 1 | 1 | \$2,000.00 | |
| | 3 | TU | 6A-7A | WAVY NEWS 10 TODAY @ 6AM | :30 | \$2,000.00 | 09/18-09/18 | 1 | 1 | 1 | \$2,000.00 | |
| | 4 | W | 6A-7A | WAVY NEWS 10 TODAY @ 6AM | :30 | \$2,000.00 | 09/19-09/19 | 1 | 1 | 1 | \$2,000.00 | |
| | 5 | TH | 6A-7A | WAVY NEWS 10 TODAY @ 6AM | :30 | \$2,000.00 | 09/20-09/20 | 1 | 1 | 1 | \$2,000.00 | |
| | 6 | F | 6A-7A | WAVY NEWS 10 TODAY @ 6AM | :30 | \$2,000.00 | 09/21-09/21 | 1 | 1 | 1 | \$2,000.00 | |
| | 7 | F | 7A-9A | TODAY SHOW | :30 | \$2,000.00 | 09/14-09/14 | 1 | 1 | 1 | \$2,000.00 | |
| | 8 | M | 7A-9A | TODAY SHOW | :30 | \$2,000.00 | 09/17-09/17 | 1 | 1 | 1 | \$2,000.00 | |
| | 9 | TU | 7A-9A | TODAY SHOW | :30 | \$2,000.00 | 09/18-09/18 | 1 | 1 | 1 | \$2,000.00 | |
| | 10 | W | 7A-9A | TODAY SHOW | :30 | \$2,000.00 | 09/19-09/19 | 1 | 1 | 1 | \$2,000.00 | |
| | 11 | TH | 7A-9A | TODAY SHOW | :30 | \$2,000.00 | 09/20-09/20 | 1 | 1 | 1 | \$2,000.00 | |

Station WAVY-TV NORFOLK, VA.
Advertiser () CROSSROADS GPS
Product Crossroads GPS
Estimate# 984
Buyer Stephanie Maroney
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Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/984
Flight Dates 09/14/2012 - 09/23/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|-----|--------|-----------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| | 12 | F | 7A-9A | TODAY SHOW | :30 | \$2,000.00 | 09/21-09/21 | 1 | 1 | 1 | \$2,000.00 | |
| | 13 | SA | 6A-7A | WAVY NEWS 10 SATURDAY @ 6AM | :30 | \$500.00 | 09/15-09/15 | 1 | 1 | 1 | \$500.00 | |
| | 14 | SA | 6A-7A | WAVY NEWS 10 SATURDAY @ 6AM | :30 | \$500.00 | 09/22-09/22 | 1 | 1 | 1 | \$500.00 | |
| | 15 | SA | 7A-8A | WAVY NEWS 10 SATURDAY @ 7AM | :30 | \$800.00 | 09/15-09/15 | 1 | 1 | 1 | \$800.00 | |
| | 16 | SA | 7A-8A | WAVY NEWS 10 SATURDAY @ 7AM | :30 | \$800.00 | 09/22-09/22 | 1 | 1 | 1 | \$800.00 | |
| | 17 | SU | 6A-7A | WAVY NEWS 10 SUNDAY @ 6AM | :30 | \$500.00 | 09/16-09/16 | 1 | 1 | 1 | \$500.00 | |
| | 18 | SU | 6A-7A | WAVY NEWS 10 SUNDAY @ 6AM | :30 | \$500.00 | 09/23-09/23 | 1 | 1 | 1 | \$500.00 | |
| | 19 | SU | 7A-8A | WAVY NEWS 10 SUNDAY @ 7AM | :30 | \$800.00 | 09/16-09/16 | 1 | 1 | 1 | \$800.00 | |
| | 20 | SU | 7A-8A | WAVY NEWS 10 SUNDAY @ 7AM | :30 | \$800.00 | 09/23-09/23 | 1 | 1 | 1 | \$800.00 | |
| | 21 | SU | 8A-9A | SUNDAY TODAY SHOW | :30 | \$1,200.00 | 09/16-09/16 | 1 | 1 | 1 | \$1,200.00 | |
| | 22 | SU | 8A-9A | SUNDAY TODAY SHOW | :30 | \$1,200.00 | 09/23-09/23 | 1 | 1 | 1 | \$1,200.00 | |
| | 23 | SU | 9A-10A | MEET THE PRESS | :30 | \$1,800.00 | 09/16-09/16 | 1 | 1 | 1 | \$1,800.00 | |
| | 24 | SU | 9A-10A | MEET THE PRESS | :30 | \$1,800.00 | 09/23-09/23 | 1 | 1 | 1 | \$1,800.00 | |
| | 25 | F | 12P-1P | WAVY NEWS 10 @ NOON | :30 | \$300.00 | 09/14-09/14 | 1 | 1 | 1 | \$300.00 | |
| | 26 | M | 12P-1P | WAVY NEWS 10 @ NOON | :30 | \$300.00 | 09/17-09/17 | 1 | 1 | 1 | \$300.00 | |
| | 27 | TU | 12P-1P | WAVY NEWS 10 @ NOON | :30 | \$300.00 | 09/18-09/18 | 1 | 1 | 1 | \$300.00 | |
| | 28 | W | 12P-1P | WAVY NEWS 10 @ NOON | :30 | \$300.00 | 09/19-09/19 | 1 | 1 | 1 | \$300.00 | |

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Fax#

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|-----|---------|-----------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| | 29 | TH | 12P-1P | WAVY NEWS 10 @ NOON | :30 | \$300.00 | 09/20-09/20 | 1 | 1 | 1 | \$300.00 | |
| | 30 | F | 12P-1P | WAVY NEWS 10 @ NOON | :30 | \$300.00 | 09/21-09/21 | 1 | 1 | 1 | \$300.00 | |
| | 31 | F | 530P-6P | WAVY NEWS 10 @ 530PM | :30 | \$1,800.00 | 09/14-09/14 | 1 | 1 | 1 | \$1,800.00 | |
| | 32 | M | 530P-6P | WAVY NEWS 10 @ 530PM | :30 | \$1,800.00 | 09/17-09/17 | 1 | 1 | 1 | \$1,800.00 | |
| | 33 | TU | 530P-6P | WAVY NEWS 10 @ 530PM | :30 | \$1,800.00 | 09/18-09/18 | 1 | 1 | 1 | \$1,800.00 | |
| | 34 | W | 530P-6P | WAVY NEWS 10 @ 530PM | :30 | \$1,800.00 | 09/19-09/19 | 1 | 1 | 1 | \$1,800.00 | |
| | 35 | TH | 530P-6P | WAVY NEWS 10 @ 530PM | :30 | \$1,800.00 | 09/20-09/20 | 1 | 1 | 1 | \$1,800.00 | |
| | 36 | F | 530P-6P | WAVY NEWS 10 @ 530PM | :30 | \$1,800.00 | 09/21-09/21 | 1 | 1 | 1 | \$1,800.00 | |
| | 37 | F | 6P-630P | WAVY NEWS 10 @ 6PM | :30 | \$2,000.00 | 09/14-09/14 | 1 | 1 | 1 | \$2,000.00 | |
| | 38 | M | 6P-630P | WAVY NEWS 10 @ 6PM | :30 | \$2,000.00 | 09/17-09/17 | 1 | 1 | 1 | \$2,000.00 | |
| | 39 | TU | 6P-630P | WAVY NEWS 10 @ 6PM | :30 | \$2,000.00 | 09/18-09/18 | 1 | 1 | 1 | \$2,000.00 | |
| | 40 | W | 6P-630P | WAVY NEWS 10 @ 6PM | :30 | \$2,000.00 | 09/19-09/19 | 1 | 1 | 1 | \$2,000.00 | |
| | 41 | TH | 6P-630P | WAVY NEWS 10 @ 6PM | :30 | \$2,000.00 | 09/20-09/20 | 1 | 1 | 1 | \$2,000.00 | |
| | 42 | F | 6P-630P | WAVY NEWS 10 @ 6PM | :30 | \$2,000.00 | 09/21-09/21 | 1 | 1 | 1 | \$2,000.00 | |
| | 43 | SA | 6P-630P | WAVY NEWS 10 SATURDAY @ 6PM | :30 | \$500.00 | 09/15-09/15 | 1 | 1 | 1 | \$500.00 | |
| | 44 | SA | 6P-630P | WAVY NEWS 10 SATURDAY @ 6PM | :30 | \$500.00 | 09/22-09/22 | 1 | 1 | 1 | \$500.00 | |

Rep Order# 6852013 Ver# 1 Status New Traffic Order# Printed: 09/13/2012 2:15 PM 4 of 6

EC'd Yes Last Received: 09/13/2012 12:16 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm
Advertiser () CROSSROADS GPS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office () PHILADELPHIA
Product Crossroads GPS ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
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Buyer Stephanie Maroney Flight Dates 09/14/2012 - 09/23/2012 Salesperson FAX# 215-567-5938
Phone#
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| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|-----|------------|------------------------------------|-----|-------------|-------------|------------|------------|-------------|-------------|---------|
| | 45 | F | 7P-730P | ENTERTAINMENT TONIGHT | :30 | \$1,500.00 | 09/14-09/14 | 1 | 1 | 1 | \$1,500.00 | |
| | 46 | M | 7P-730P | ENTERTAINMENT TONIGHT | :30 | \$1,500.00 | 09/17-09/17 | 1 | 1 | 1 | \$1,500.00 | |
| | 47 | TU | 7P-730P | ENTERTAINMENT TONIGHT | :30 | \$1,500.00 | 09/18-09/18 | 1 | 1 | 1 | \$1,500.00 | |
| | 48 | W | 7P-730P | ENTERTAINMENT TONIGHT | :30 | \$1,500.00 | 09/19-09/19 | 1 | 1 | 1 | \$1,500.00 | |
| | 49 | TH | 7P-730P | ENTERTAINMENT TONIGHT | :30 | \$1,500.00 | 09/20-09/20 | 1 | 1 | 1 | \$1,500.00 | |
| | 50 | F | 7P-730P | ENTERTAINMENT TONIGHT | :30 | \$1,500.00 | 09/21-09/21 | 1 | 1 | 1 | \$1,500.00 | |
| | 51 | SU | 815P-1130P | SUNDAY NIGHT FOOTBALL (FTC 9/9/12) | :30 | \$10,000.00 | 09/16-09/16 | 1 | 1 | 1 | \$10,000.00 | |
| | 52 | SU | 815P-1130P | SUNDAY NIGHT FOOTBALL (FTC 9/9/12) | :30 | \$10,000.00 | 09/23-09/23 | 1 | 1 | 1 | \$10,000.00 | |
| | 53 | F | 11P-1135P | WAVY NEWS 10 @ 11PM | :30 | \$2,000.00 | 09/14-09/14 | 1 | 1 | 1 | \$2,000.00 | |
| | 54 | M | 11P-1135P | WAVY NEWS 10 @ 11PM | :30 | \$2,000.00 | 09/17-09/17 | 1 | 1 | 1 | \$2,000.00 | |
| | 55 | TU | 11P-1135P | WAVY NEWS 10 @ 11PM | :30 | \$2,000.00 | 09/18-09/18 | 1 | 1 | 1 | \$2,000.00 | |
| | 56 | W | 11P-1135P | WAVY NEWS 10 @ 11PM | :30 | \$2,000.00 | 09/19-09/19 | 1 | 1 | 1 | \$2,000.00 | |
| | 57 | TH | 11P-1135P | WAVY NEWS 10 @ 11PM | :30 | \$2,000.00 | 09/20-09/20 | 1 | 1 | 1 | \$2,000.00 | |
| | 58 | F | 11P-1135P | WAVY NEWS 10 @ 11PM | :30 | \$2,000.00 | 09/21-09/21 | 1 | 1 | 1 | \$2,000.00 | |
| | 59 | SA | 11P-1130P | WAVY NEWS 10 SATURDAY @ 11PM | :30 | \$2,000.00 | 09/15-09/15 | 1 | 1 | 1 | \$2,000.00 | |
| | 60 | SA | 11P-1130P | WAVY NEWS 10 SATURDAY @ 11PM | :30 | \$2,000.00 | 09/22-09/22 | 1 | 1 | 1 | \$2,000.00 | |

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Fax#

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|-----|-------------|------------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| | | | | | | | | | | | | |
| | 61 | SU | 1130P-12A | WAVY NEWS 10 SUNDAY FOLLOWING S.N. | :30 | \$2,000.00 | 09/16-09/16 | 1 | 1 | 1 | \$2,000.00 | |
| | 62 | SU | 1130P-12A | WAVY NEWS 10 SUNDAY FOLLOWING S.N. | :30 | \$2,000.00 | 09/23-09/23 | 1 | 1 | 1 | \$2,000.00 | |
| | 63 | F | 1135P-1235A | THE TONIGHT SHOW | :30 | \$500.00 | 09/14-09/14 | 1 | 1 | 1 | \$500.00 | |
| | 64 | M | 1135P-1235A | THE TONIGHT SHOW | :30 | \$500.00 | 09/17-09/17 | 1 | 1 | 1 | \$500.00 | |
| | 65 | TU | 1135P-1235A | THE TONIGHT SHOW | :30 | \$500.00 | 09/18-09/18 | 1 | 1 | 1 | \$500.00 | |
| | 66 | W | 1135P-1235A | THE TONIGHT SHOW | :30 | \$500.00 | 09/19-09/19 | 1 | 1 | 1 | \$500.00 | |
| | 67 | TH | 1135P-1235A | THE TONIGHT SHOW | :30 | \$500.00 | 09/20-09/20 | 1 | 1 | 1 | \$500.00 | |
| | 68 | F | 1135P-1235A | THE TONIGHT SHOW | :30 | \$500.00 | 09/21-09/21 | 1 | 1 | 1 | \$500.00 | |

---REPORT TOTALS---

Report Totals: 68 / \$112,800.00

---SALES MONTHLY TOTALS---

Sep 12: 68 / \$112,800.00
Sales Totals: 68 / \$112,800.00
Station Totals: 68 / \$112,800.00
Lines not sent/rcld/rtrn: 0 / \$0.00

Station WAVY-TV NORFOLK, VA.
Advertiser () CROSSROADS GPS
Product Crossroads GPS
Estimate# 984
Buyer Stephanie Maroney
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/984
Flight Dates 09/14/2012 - 09/23/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

---COMPETITIVE---

| | | | | | | |
|---------------|-----------|---------|----------|----------|---------|----------|
| Market Totals | \$341,818 | CATV 0% | WAVY 33% | WGNT 1% | WPXV 0% | WTKR 24% |
| | | WTVZ 0% | WVBT 11% | WVEC 31% | | |

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE